

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

LCT2017 COMMUNICATION TECHNOLOGIES (All sections)

14 OCTOBER 2019
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** printed page with **TWO** sections **ONLY**.
2. Answer **ALL** questions in **Section A** and **TWO (2) Question in Section B**.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTION. [15 MARKS]**Instruction:** Answer ALL questions.

1. As a Strategic Communication Officer to a business dealing with tourism products, please state at least **TWO (2)** impact, advantages and disadvantages of Communication Technology Tools for the company. (15 marks)

SECTION B: SHORT ANSWER QUESTION. [25 MARKS]**Instruction:** Answer **TWO** questions only.

1. Explain **FIVE (5)** factors on how communication technology may provide opportunity in sustainable development issues. (12.5 marks)
2. Describe **FIVE (5)** social impact of communication technology towards Corporate Entrepreneurship. (12.5 marks)
3. "I see a crisis of trust in Communication Technology" (Marc Benioff, Founder of SalesForce). Based on his statement, explain **FIVE (5)** issues related to trust of Social Media in the Media Industry. (12.5 marks)
4. Explain **FIVE (5)** reasons for the value of content impact on the entertainment industry in communication technology age. (12.5 marks)